

This Page Is Inserted by IFW Operations  
and is not a part of the Official Record

## **BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning documents *will not* correct images,  
please do not report the images to the  
Image Problem Mailbox.**



## FACSIMILE TRANSMISSION

To: Office of Initial Patent Examination  
U.S. Patent and Trademark Office

Telephone: 703-308-1202  
Facsimile: 703-746-4060

From: Law Office of Jerome D. Jackson  
211 North Union Street, Suite 100  
Alexandria, Virginia 22314

Number of pages  
including this page:

10

Telephone: 703-684-4840  
Facsimile: 703-995-0318

Date: December 1, 2003

## Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office on 1 DEC 03 (Date) Jerome D. Jackson

Signature

This facsimile transmission may contain confidential or privileged information and is intended only for the parties named above. If you should not have received this transmission, please call 703-684-4840 collect and please return the transmission to Law Office of Jerome D. Jackson; 211 North Union Street, Suite 100; Alexandria, Virginia 22314.



**Certificate of Transmission**  
I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office on 1 DEC 03 (Date) Jerome D. Jackson (Signature)

PATENT

ATTORNEY DOCKET No. 104.028-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )

Ken R. POWELL, et al. )

Serial No. 10/601,901 )

Filed: June 24, 2003 )

For: RETAIL SYSTEMS AND METHODS  
EMPLOYING A PRODUCT SHELF INTERFACE  
TO PROVIDE PURCHASE INCENTIVESCommissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NOTICE OF MISSING PARTS,  
ASSERTION OF SMALL ENTITY STATUS, AND  
REQUEST FOR ONE MONTH EXTENSION OF TIME**

This is a response to the Notice of Missing Parts mailed August 29, 2003, the period for response to which is extended to December 1, 2003 by a request for a one month extension of time made herewith, November 29, 2003 falling on a weekend.

Please charge the required Small Entity Fee of \$55 to the undersigned Attorney's Deposit Account No. 10-0077, as Applicants assert Small Entity Status.

Applicant encloses a Declaration/Power of Attorney. Applicant also encloses a copy of the Notice of Missing Parts.

Please charge \$458 to the undersigned Attorney's Deposit Account No. 10-0077 (\$916 indicated on the Notice of Missing Parts, divided by 2 because Applicants assert Small Entity Status).

If there are any fees required for consideration of this Response that are not enclosed, including a fee for extension of time, please charge such fees to the undersigned attorney's Deposit Account No. 10-0077.

Respectfully submitted,

Law Office of Jerome D. Jackson  
211 N. Union Street, Suite 100  
Alexandria, Virginia 22314  
703-684-4840

*Jerome D. Jackson*  
Jerome D. Jackson  
Reg. No. 33,186

DATED: 1 DEC 03

12/03/2003 HDEMESS1 00000056 100077 10601901

04 FC:2251 55.00 DA